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THE NEWSWEEKLY OF THE FIFTH ESTATE

Broadcasting Nov 15

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Broadcasting Nov 15

Cable quivers in wake of franchise exclusivity suit □ HBO celebrates its 10th brithday □ The next move from Time's Levin □ At Large with David Brinkley

ROCKY MOUNTAIN LOW □ Mile Hi announced intention to initially build only 55 of 110-channel Denver system in wake of suit challenging franchise award. Move may signal reversal of expansionist trend in cable. **PAGE 35.**

UPSTAIRS CHANGES AT NBC □ Timothy and Walsh now group executive vice presidents and Mapes becomes NBC-TV president. **PAGE 37.**

LONG ROAD HOME □ ITU technical converence in Nairobi most "politicized ever," say observers. U.S. reserves right to decline to comply with specific decisions of conference. **PAGE 38.**

AT THE FAIR □ Public broadcasters gather in Washington to sample programing wares for fall. MacNeil/Lehrer expanded news is hot prospect. Pay cable inroads and children's programing among other topics discussed. **PAGE 39.**

STANDARDS BATTLE AT SMPTE □ Sony and Matsushita announce sales of new machines. Attendance at conference is below expectations but well above last year's totals. **PAGE 40.**

ANA ASSEMBLAGE □ National advertisers gather at Palm Beach for annual meeting. Sessions focus on broadcast television as premiere advertising medium. **PAGE 41.**

HAPPY ANNIVERSARY □ HBO celebrates 10 years that have brought it from 365-home feed at start-up in 1972, to pre-eminence in industry it serves. BROADCASTING chronicles that growth in "Special Report" begining on **PAGE 48.** In wide ranging interview with BROADCASTING editors, Jerry Levin, Time Inc.'s group vice president in charge of video, and man credited with guiding hand in HBO's success, reveals his blueprint for telecommunications future. **PAGE 54.**

WESTERN CABLE'S JAMMED AGENDA □ Sessions in Anaheim this week will spotlight regulatory developments, marketing problems, rebuilding deadlines and encroachment by new technologies. **PAGE 69.** Complete rundown of Western Cable Show exhibitors. **PAGES 69-78.**

PROPERTY RIGHTS FOR SPECTRUM USERS □ That is position of Heritage Foundation study that advocates unlimited resale rights for stations, more protection against petitions to deny and legal ownership of frequencies. **PAGE 79.**

CAPITAL DECAPITATION □ FCC law judge proposes to cut off United Broadcasting's WOOK(FM) Washington by denying license renewal and awarding facilities to minority-owned competing applicant. **PAGE 79.**

STV DEREG □ FCC's Jones says move will do no significant harm to pay TV industry, but panelists at Los Angeles convention see it as mixed blessing. **PAGE 87.**

EDITORS FEAR NIBBLES AT FOI □ ASNE documents attempt to erode freedom act through amendments to budget and appropriations legislation. **PAGE 94.**

DOWN THE ROAD WITH BRINKLEY □ After 39 years of broadcast journalism, one of America's most respected reporters talks with BROADCASTING editors of times that were and those yet to be. Occasion is first anniversary of his *This Week With David Brinkley* on ABC-TV. **PAGE 95.**

RAISED ON CABLE TV □ Though only 34, Spencer Kaitz has been connected with cable since early 1960's. And in that time, as president of California Cable Television Association, he has raised that state organization to national prominence. **PAGE 119.**

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Cable Television Association, for example, supports the Goldwater bill (S. 2172) that would limit city and state regulatory authority over cable TV. However, the measure which has cleared the Senate Commerce Committee is unlikely to be scheduled for full Senate vote during the lame-duck session.

Key provisions in the measure would establish the FCC, rather than cities and states, as the primary regulatory authority over cable TV.

S. 2172 has become a controversial bill because it is being hotly opposed by the National League of Cities. It is doubtful that such a controversial measure will be brought to the floor during lame-duck session.

Financial analysts who follow the cable industry have long been concerned about the "two industries" they see developing in the United States: one a traditional, reasonably conservative and profitable industry that feels 50 or so channels are a comfortable upper limit for growth in the 1980's, the other a hell-bent-for-expansion industry whose ambitions could jeopardize profitability. What's happening in Denver could bring those two industries far closer together. □

Affiliates hurt most by cable

NAB-commissioned study finds TV viewing drops 15%, 29%, respectively, in basic and pay cable homes

A study commissioned by the National Association of Broadcasters has concluded that cable television services cause substantial erosion of the audience of local broadcast stations, particularly VHF network affiliates.

Using the Arbitron shares from the February 1982 sweeps, Ohio University's Broadcast Research Center analyzed eight different market types, each with a different number and mix of UHF and VHF stations, and found that in homes with basic cable services, the local stations' share of the total television audience fell an average of 15%. In homes with basic and pay cable services, their share dropped an average of 29%.

BRC was unable to explain why the network affiliates were hardest hit by the advent of cable, suggesting only that they "have the most to lose." On the other hand, educational stations, which already have small audiences, BRC said, seemed to suffer least from cable. "This may be because cable systems have yet to offer a viable alternative to their programing."

The survey found that in the sample markets containing four VHF's and one or more UHF's average weekly audience shares for VHF affiliates fell from 71.7 in uncabled markets to 61.1 on basic cable services and 51.2 on pay cable. The average shares for all other local stations fell from 23.9 to 20.1 to 18.

At the other end of the scale in sample markets containing only two stations, either VHF or UHF or both, affiliate weekly average shares fell from 63.1 in uncabled markets to 45.8 in basic cable homes to 37.2 in pay cable households.

According to the report, most of the damage done to local stations in basic-cable only homes was done by imported broadcast stations or "distant signals." The report uncovered little interest in advertiser-supported cable services offering news, sports and other specialty programing. "This evidence could indicate that, theoretical expectations aside, television viewers have very little appetite for such services. On the other hand, it may simply be that these relatively new entrants are still unfamiliar or unavailable to many cable subscribers."

Although the findings are cause for concern among broadcasters, BRC said, the threat cable poses should not be overstated and broadcasters should not lose sight of cable's benefits. "After all," it said, "early cable systems helped broadcasters by increasing the reach and clarity of their signals. That is still true today. The data suggest that UHF stations, especially those in intermixed markets, lose their 'handicap' in cable households."

The long-range impact of cable on local broadcasting depends on the answers to some difficult questions, BRC said. Chief among them, it said, is whether cable will be able to sign up the 45% of homes that could subscribe to cable but do not. Technology may help, BRC suggested. "As the capacity and reach of cable systems increase, so too will the incentives and opportunities for new program services," BRC said. "Might such changes induce homes now passed by cable to subscribe?"

It is also unknown whether future cable subscribers will behave like the present ones, BRC said. "Perhaps the pay cable households studied ... were innovators or special fans of the medium who use television differently from their basic cable and broadcast counterparts."

Finally, BRC said, the impact of cable will be determined by how broadcasters respond to the cable challenge through programing and promotion and by the freedom broadcasters are given through

Average weekly TV household shares in different market types by reception type

Reception type	*Broadcast*	*Basic Cable*	*Pay Cable*
Market type 1 (4 VHF/1 or more UHF)			
Total local stations	95.7	81.3	69.3
Distant stations	4.0	13.5	9.5
Pay cable channels			17.1
Other cable-only channels		4.7	3.6
Market type 2 (3 VHF/2 or more UHF)			
Total local stations	89.4	77.6	64.8
Distant stations	10.4	18.3	16.7
Pay cable channels			15.3
Other cable-only channels		3.3	2.5
Market type 3 (3 VHF/1 UHF)			
Total local stations	92.7	77.2	63.3
Distant stations	6.9	18.9	15.1
Pay cable channels			18.0
Other cable-only channels		2.9	2.7
Market type 4 (3 VHF)			
Total local stations	87.6	66.8	53.4
Distant stations	11.9	30.9	26.9
Pay cable channels			17.1
Other cable-only channels		1.9	2.0
Market type 5 (2 VHF/1 UHF)			
Total local stations	87.8	67.9	52.8
Distant stations	12.0	26.0	26.6
Pay cable channels			15.9
Other cable-only channels		5.5	4.0
Market type 6 (1 VHF/2 UHF)			
Total local stations	88.9	78.6	57.6
Distant stations	10.6	16.5	15.8
Pay cable channels			19.5
Other cable-only channels		4.6	6.7
Market type 7 (3 UHF)			
Total local stations	78.9	63.6	53.0
Distant stations	21.0	33.9	28.6
Pay cable channels			15.9
Other cable-only channels		1.3	2.2
Market type 8 (2 stations)			
Total local stations	65.2	48.0	38.2
Distant stations	34.5	50.1	45.7
Pay cable channels			13.9
Other cable-only channels		1.7	2.1

regulatory reforms.

Among BRC's other conclusions was that pay cable households watch more television than basic-cable-only households or broadcast-only households. "One explanation for this is that current pay cable subscribers have always been heavier users of television and simply opted to take pay service when it became available," BRC said. "On the other hand, it could be that pay subscribers increased their levels of use only after the introduction of new viewing options." □

Wheeler sees cable profiting from network viewer defection

Citing Qube results, NCTA president tells programing conference viewers are choosing new alternatives on pay and basic services

"Where have all the broadcast network viewers gone?" asked National Cable Television Association President Tom Wheeler in a speech prepared for the opening session of NCTA's programing conference in Los Angeles last Saturday (Nov. 13). While the broadcast executives are mystified at least publicly by the steady decline in their audience share over the past five years, Wheeler said, he has no problem accounting for the networks' loss. The viewers, he said, "have opted for the programing diversity—both pay and basic—offered by cable television systems."

The networks' share of the prime time audience has dropped 10 points to around 80 since 1977, Wheeler noted, and industry experts expect another 10-to-20-points drop by 1990. "We can anticipate more and more network viewers will relocate their loyalties to the cable-only channels as more homes subscribe to cable and as subscribers learn what the cable-only services have to offer."

Wheeler based his conclusions on the "circumstantial evidence" of the rapid growth of cable subscribers and services and of the harder evidence of the viewing habits of Warner Amex's Qube subscribers in Pittsburgh, Cincinnati and Columbus, Ohio.

Cable is adding subscribers at a rate of 300,000 per month, Wheeler said, and total cable penetration is expected to double to about 55 million homes by 1990. The gains in cable subscribership over the past year, he added, have "translated to dramatic gains" for many of the more than 40 satellite-delivered cable services. He cited the increases in subscribers made by ESPN (48%), Cable News Network (68%), USA Cable Network (44%), Music Television (170%), Appalachian Community Service Network (45%), Home Box Office (33%), Showtime (40%), The Movie Channel (33%) and Cinemax (114%).

The Qube data shows "network viewing in cable homes is sharply lower than most believe," Wheeler said. While the networks' average daily share in the Columbus market as a whole stood at 80 last July, he said, they could manage only a 44 in the Qube homes. And in prime time last June, he said, the networks pulled only a 49 share in the Qube homes.

Both pay and basic cable were strong in competition with the networks, Wheeler said. During the last two weeks of October, for instance, he said, during prime time, the pay services aggregated a 21 share in Pittsburgh and a 20 share in Cincinnati. And during the same period, he said, five basic cable services (including distant signals) garnered shares ranging from 18 to 21 in the three markets.

The only mystery left unsolved in Wheeler's mind is why there seems to be "an unnecessary level of friction between satellite networks and cable operators." NCTA's programing conference is, in one sense, Wheeler said, a celebration, "made possible because cable operators and cable programers worked together to pioneer and build a new business. The consumer likes what we're doing. Let's keep on doing it *together.*" □

NBC changes management

Timothy and Walsh become group executive VP's; Mapes named NBC-TV president

NBC realigned its top management under President Robert E. Mulholland last week. The changes, Mulholland said, "will help us manage our divisions more efficiently" and at the same time "recognize the contributions of five of NBC's best executives."

■ Raymond J. Timothy, president of the NBC-TV network, and Robert S. Walsh, president of NBC Television Stations/Radio, were named group executive vice presidents of NBC and given wider responsibilities. They report to Mulholland.

■ Pierson G. Mapes, NBC-TV vice president for affiliate relations, was named to succeed Timothy as president of NBC-TV. Mapes and Brandon Tartikoff, president of NBC Entertainment, report to Timothy in the new arrangement.

■ The NBC Television Stations/Radio division is being split. Michael Eskridge, who has been executive vice president of the division, and Al Jerome, who has been executive vice president of the owned-TV stations unit, were named presidents—Eskridge president of NBC Radio, Jerome president of NBC Television Stations. There has been no president of NBC Radio since Dick Verne left that post earlier this year. NBC sources said the new presidencies formalized a division of responsibilities that already existed, since Eskridge had been concentrating primarily on radio and Jerome primarily on the NBC-owned TV stations. Both will report to Walsh.

■ Left for later announcement was the appointment of a successor to Mapes as vice president for affiliate relations. NBC authorities said this would go to Tony Cervini, a 33-year NBC veteran who for the past two years has been vice president, planning/affiliate services.

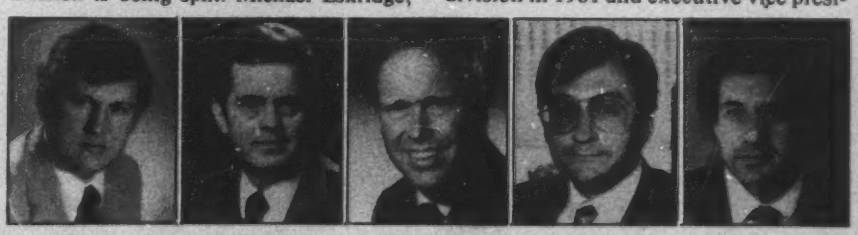
Observers questioned the changes' significance for NBC Entertainment President Tartikoff, who in the past has reported to Mulholland but now will report to Timothy. NBC spokesmen said this was an essentially meaningless consideration—that Tartikoff, as head of TV programing, works primarily with NBC Chairman and Chief Executive Grant Tinker, anyway, since Tinker's background is essentially in programing.

Group Executive Vice President Timothy started with NBC as a tour guide in 1954 and rose through TV sales and NBC-owned station managership to executive vice president for affiliate relations in 1977, executive vice president of the network in 1979 and network president in July 1981.

Group Executive Vice President Walsh also worked his way up through sales and station managerships, starting as a salesman for NBC Radio Spot Sales in Chicago in 1962. He was president of the NBC Television Stations division for two and a half years before being named president of the then-new NBC Television Stations/Radio division last March.

NBC-TV President Mapes started with NBC in 1963 in sales service, moved to the Blair Television station-rep firm in 1963 and after six years there returned to NBC-TV as vice president, network planning. He was named vice president for affiliate relations for the network in 1979.

NBC Radio President Eskridge joined NBC in 1971 as a systems analyst, moved into the TV stations division in 1975, was named vice president for finance and administration in that division in 1978, became executive vice president of the division in 1981 and executive vice presi-



Timothy Walsh Mapes Eskridge Jerome

■ KONG-FM (92.6 mhz) Visalia, Calif.—Granted CP to change TL; increase ERP to 19 kw; decrease HAAT to 819 ft. and make changes in ant. sys. Ann. Oct. 26.

■ KTCL (93.3 mhz) Fort Collins, Colo.—Granted CP to install aux. ant. and aux. trans. at main TL; to be operated on ERP of 2.18 kw (H); change HAAT to 1,275 ft. and change TPO. Action Oct. 22.

■ WAUR (107.9 mhz) Aurora, Ill.—Granted CP to decrease ERP to 22.4 kw; increase HAAT to 735 ft.; change TPO. Action Oct. 25.

■ KTRO (98.9 mhz) Leavenworth, Kan.—Granted CP to change TL: change type trans; change type ant.; and change TPO. Action Oct. 22.

■ *WMPG (91.7 mhz) Gorham, Me.—Granted CP to change frequency to 91.7 mhz; change ERP to 179 w; change HAAT to 223 ft. Action Oct. 25.

■ WHUE-FM (100.7 mhz) Boston—Granted CP to change TL; change type ant.; decrease ERP to 15.85 kw; increase HAAT to 792.5 ft. and change TPO. Action Oct. 22.

■ WCEN-FM (94.5 mhz) Mt. Pleasant, Mich.—Granted CP to change ERP to 65 kw; change HAAT to 224 ft.; change type transmitter and make changes in ant. sys. Action Oct. 26.

■ WQAZ (92.7 mhz) Cleveland, Miss.—Granted CP to increase HAAT to 262 ft. Action Oct. 22.

■ WENU (101.7 mhz) Hudson Falls, N.Y.—Granted modification of CP (BPH-801230AH, as mod.) to change SL and RC; (outside city limits) request waiver of section 73.210 of FCC's rules. Action Oct. 26.

■ WGLD-FM (100.3 mhz) High Point, N.C.—Granted CP to increase HAAT to 404 ft. and change TPO. Action Oct. 26.

■ KLNK (98.9 mhz) Oklahoma City—Granted mod. of CP (BPH-800616AG, as mod.) to decrease ERP to 44.67 kw. Action Oct. 22.

■ KAZZ (95.9 mhz) Sallisaw, Okla.—Granted CP to change TL; change ERP to 1.050kw; change HAAT to 462 ft.; change type trans. and make changes in ant. sys. Action Oct. 26.

■ KCOT (104.7 mhz) Lamesa, Tex.—Granted CP to change TL; increase HAAT to 794 ft. and make changes in ant. sys. Action Oct. 25.

■ WQAA (103.9 mhz) Luray, Va.—Granted CP to change TL; specify RC; change HAAT to 300 ft. and make changes in ant. sys. Action Oct. 25.

TV actions

■ KCRA-TV (ch. 3) Sacramento, Calif.—Granted CP to change TL; change type ant. and change HAAT to 1942 ft. Action Oct. 21.

■ KTWC (ch. 3) Glenwood Springs, Colo.—Returned application for MP(BPCT-800819KH) to change ERP 70.6 kw vis, 7.06 kw aur.; change HAAT to 2,450 ft and change SL and TL. Action Oct. 14.

■ WHCT-TV (ch. 18) Hartford, Conn.—Granted MP (BPCT-4689, as mod. & reinstated) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change HAAT to 1,214.9 ft. (contingent on grant of BALCT-800425KH). Action Oct. 21.

■ WBSP (ch. 51) Ocala, Fla.—Granted MP(BPCT-801114KE) to change ERP to 1,500 kw vis., 150 kw aur.; change HAAT to 923ft.; change TL and ant. Action Oct. 14.

In contest

FCC actions

■ FCC affirmed Broadcast Bureau's action approving amended agreement merging two applications for new UHF on ch. 64 at Kannapolis, N.C., and designating their application for comparative hearing with other applicant for same channel. Action Oct. 28.

■ FCC affirmed without comment Review Board decision, released March 30, granting Millard Orick Jr. for new FM at Payson, Ariz., and denying competing application of Rim-Co Inc. Action Oct. 28.

■ FCC denied review of Broadcast Bureau decision denying Jose Pedro Bio's personal attack, political editorializing and other campaign violation complaints against WJFD-FM New Bedford, Mass. Action Oct. 28.

■ FCC granted Golden Plaines Inc., assignment of KXXX-AM-FM Colby, Kan., to Lesso Inc., and granted Lesso's request for waiver of "duopoly" rule. Action Oct. 28.

■ FCC denied petition by Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center seeking public access to licensee annual financial reports and also denied petition by law firm of Cole, Raywid & Braverman seeking public disclosure of specific line items in annual financial reports. Action Oct. 28.

■ FCC granted KMIR-TV Palm Springs, Calif., nonduplication protection for 18 months against KNBC-TV Los Angeles, on cable systems serving Palm Springs area. Action Oct. 28.

■ FCC granted certificate to California Oregon Broadcasting Inc., in connection with sale of its wholly owned subsidiary, Southern Oregon Cable TV to McCaw Communications Companies Inc. Action Oct. 28.

■ FCC renewed license of WQCK(FM) Manchester, Ga., subject to filing of revised EEO program within 30 days and detailed annual employment reports for last three years. Action Oct. 28.

■ FCC ALJ Walter C. Miller granted Clay Television Inc. CP for new TV on ch. 25 at Orange Park, Fla., and found competing applicant, Orange Park Florida TV Inc., technically unqualified to be FCC licensee. Issued Oct. 28.

■ FCC Review Board granted two-year short term renewal for WJIM-TV and full term renewal for WJIM-AM-FM Lansing, Mich. In initial decision last year, ALJ denied renewals for all three stations based on allegations of "clipping" of TV network programs, clipping misrepresentations, pursuit of private interest, undisclosed use of taped weather broadcasts and deceptive maps. Board adopted findings of fact in initial decision except as modified, but reversed some of ALJ's conclusions. Action Oct. 29.

■ FCC approved transfer of control of WSM Inc., licensee of WSM-AM-FM Nashville, Tenn., from NLT Corp. to American General Corp. FCC denied petition to deny transfer filed by National Black Media Coalition; Pluria Marshall, its chairman; Middle Tennessee Community Communications Coalition; Nashville Branch of NAACP and Walter T. Searcy, its president. Action Nov. 4.

■ FCC granted conditional CP's to seven applicants for authority to offer Direct Satellite Service and dismissed eighth application as unnecessary. Application dismissed was that of Focus Broadcast Satellite Co. Action Nov. 4.

Call letters

Applications

Call	Sought by
	New FM's
KLRC	John Brown University, Siloam Springs, Ark.
KNMQ	Mesa Grande Broadcasting Co., Santa Fe, N.M.
KLGM	Buffalo Communications Corp., Buffalo, Wyo.
	New TV's
WSCT	Broadcast Production and Management Corp., Melbourne, Fla.
KRLR	Dres Media Inc., Las Vegas
WNDS	CTV of Derry Inc., Derry, N.H.
KXLT	L.E.O. Broadcasting Inc., Rochester, N.Y.
KTGC	Texas Gulf Communications Inc., Nederland, Tex.
	Existing AM's
KHYV	KBEE Modesto, Calif.
KRDZ	KHEE Hayden, Colo.
WWJZ	WTRR Sanford, Fla.
WIQB	WNRS Saline, Mich.
WCKX	WSYX London, Ohio
WMGZ	WGBU Farrell, Pa.
WGFW	WGFE Morovis, PR.
WSAY	WUEZ Salem, Va.
	Existing FM's
WWKF	WFUL-FM Fulton, Ky.
WINQ	WXYW Winchendon, Mass.
WZXQ	WDGM Canton, Miss.
WLVW	WTWF Moncks Corner, S.C.
WNKS	WMAK-FM Hendersonville, Tenn.

Grants

Call	Assigned to
	New AM's
KGUS	Soho Broadcasting, Florence, Ariz.
KRVV	Mountain Wireless Ltd., Vail, Colo.
	New FM's
WMPZ-FM	Soperton Broadcasting Corp., Soperton, Ga.
KMGZ	Broadco Inc., Lawton, Okla.
KAUM	James G. Baum, Colorado City, Tex.
	New TV's
KCVT	Canadian Valley Television Inc., Shawnee, Okla.
WUHX-TV	Focus-Tidewater Inc., Norfolk, Va.
	Existing AM's
WOFN	WTRL Bradenton, Fla.
WXAG	WCCD Athens, Ga.
KVSV	KRZJ Beloit, Kan.
WASY	WDCI Gorham, Me.
WALI	WCMD Cumberland, Md.
WJCC	WJMO Norfolk, Mass.
WHHQ	WTGG Hilton Head Island, S.C.
KAYO	KBKW Aberdeen, Wash.
	Existing FM's
WSCA	WQSI Union Springs, Ala.
KEEO	KLEO Caulksville, Ark.
KVSV-FM	KRZJ-FM Beloit, Kan.
WROG	WJSE Cumberland, Md.
WMLW	WTTN-FM Watertown, Wis.
KATH-FM	KATH Douglas, Wyo.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses